

AMENDMENTS TO THE CLAIMS

The following listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

1. (previously presented): An optical film comprising:
a polarizing plate having a protective layer on at least one side of a polarizer; and
a brightness enhancement film laminated to the polarizing plate,
the optical film having a flexural rigidity such that, when the optical film is cut into a strip having a length of 150 mm and a width of 25 mm, and the strip is bent at a center in a longitudinal direction of the strip so that both ends in a longitudinal direction of the strip approach each other and the distance between the two ends is 50 mm, the force applied to each end of the strip is 0.20 N or less.
2. (previously presented): The optical film according to claim 1, wherein the brightness enhancement film comprises a reflecting and a polarization separating function.
3. (previously presented): The optical film according to claim 1, wherein the brightness-enhancement film comprises a Grandjean structured liquid crystal polymer layer having a circular polarization separating function and a quarter wavelength plate.
4. (previously presented): The optical film according to claim 1, wherein the brightness enhancement film comprises a multilayer film having a linear polarization separating function using reflection at each interface of the multilayer film.
5. (previously presented): The optical film according to claim 1, wherein the polarizing plate and the brightness enhancement film are laminated by an adhesive layer.

6. (original): The optical film according to claim 3, wherein the liquid crystal polymer layer is disposed on a protective layer made of a cellulose-based film.

7. (previously presented): The optical film according to claim 1, wherein the brightness enhancement film comprises a base material, and the thickness of the protective layer of the polarizing plate and the base material of the brightness enhancement film is 50 m or less.

8. (original): The optical film according to claim 1, further comprising a retardation film and a viewing angle enlarging film laminated to at least one side of the optical film.

9. (previously presented): A liquid crystal display comprising: a liquid crystal cell; an optical film on at least one side of the liquid crystal cell, the optical film comprising: a polarizing plate having a protective layer on at least one side of a polarizer; and

a brightness enhancement film laminated to the polarizing plate,

the optical film having a flexural rigidity such that, when the optical film is cut into a strip having a length of 150 mm and a width of 25 mm, and the strip is bent at a center in a longitudinal direction of the strip so that both ends in a longitudinal direction of the strip approach each other and the distance between the two ends is 50 mm, the force applied to each end of the strip is 0.20 N or less.

10. (previously presented): The liquid crystal display according to claim 9, wherein the brightness enhancement film comprises a reflecting and a polarization separating function.

11. (previously presented): The liquid crystal display according to claim 9, wherein the brightness enhancement film comprises a Grandjean structured liquid crystal polymer layer having a circular polarization separating function and a quarter wavelength plate.

12. (previously presented): The liquid crystal display according to claim 9, wherein the

brightness enhancement film comprises a multilayer film having a linear polarization separating function using reflection at each interface of the multilayer film.

13. (previously presented): The liquid crystal display according to claim 9, wherein the polarizing plate and the brightness enhancement film are laminated by an adhesive layer.

14. (original): The liquid crystal display according to claim 11, wherein the liquid crystal polymer layer is disposed on a protective layer made of a cellulose-based film.

15. (previously presented): The liquid crystal display according to claim 9, wherein the brightness enhancement film comprises a base material, and the thickness of the protective layer of the polarizing plate and the base material of the brightness enhancement film is 50 m or less.

16. (original): The liquid crystal display according to claim 9, wherein a retardation film and a viewing angle enlarging film are laminated to at least one side of the optical film.

17. (previously presented): The optical film according to claim 1, wherein the force applied to one end of the film is 0.193 N or less.

18. (previously presented): The optical film according to claim 1, wherein the force applied to one end of the film is 0.163 or less.

19. (previously presented): The liquid crystal display according to claim 9, wherein the force applied to one end of the film is 0.193 N or less.

20. (previously presented): The liquid crystal display according to claim 9, wherein the force applied to one end of the film is 0.163 or less.

21. (new): The optical film according to claim 1, wherein a pressure sensitive adhesive layer is provided on the polarizing plate or on the optical member and exposed to a surface of the optical member.

22. (new): The optical film according to claim 21, wherein the pressure sensitive adhesive layer is temporarily covered with a separator.

23. (new): The liquid crystal display according to claim 9, wherein a pressure sensitive adhesive layer is provided on the polarizing plate or on the optical member and exposed to a surface of the optical member.

24. (new): The liquid crystal display according to claim 23, wherein the pressure sensitive adhesive layer is temporarily covered with a separator.